

Maksym Sovyk | SEO & Web Developer

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PROFILE SUMMARY

SEO-focused Web Developer with expertise in optimizing website performance, search visibility, and user experience. Proficient in technical SEO, on-page optimization, and web analytics with hands-on experience in React.js, JavaScript, and modern front-end technologies. Skilled in improving site ranking, increasing organic traffic, and implementing data-driven SEO strategies.

PROFESSIONAL EXPERIENCE

Freelance Software Developer, Independent

September 2023 – 2025

- o Optimized website speed and performance, improving Core Web Vitals for SEO ranking.
- o Implemented structured data (Schema Markup) to enhance search engine visibility.
- o Built scalable frontend architectures using React.js with Vite, implementing efficient state management with Redux and Context API
- o Created custom reusable React components and hooks, reducing development time by 40% and improving code maintainability
- o Enhanced application performance through code splitting and lazy loading, achieving 20-30% improvement in load times
- o Developed and integrated authentication systems using JWT tokens and secure backend practices
- o Collaborated with clients to gather requirements and deliver solutions that increased satisfaction rates by 25-40%
- o Improved website accessibility and UX to reduce bounce rates and increase engagement.
- o Developed and executed link-building strategies to improve domain authority.
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CORE COMPETENCIES

- ❖ Responsive Web Design
- ❖ On-Page SEO (Meta Tags, Linking)
- ❖ Keyword Research
- ❖ Google Analytics & Search Console
- ❖ Link Building & Off-Page SEO
- ❖ Web Services

TECHNICAL & SOFT SKILLS

Languages/Techniques: HTML5, CSS3 (SCSS, Tailwind CSS, Bootstrap), JavaScript (ES6+), React.js, Node.js, C#, Java, ASP.NET, MVC

SEO & Analytics Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog

Frameworks/Software Tools: Redux, Vite, React Router, Git, GitHub, REST APIs, MS SQL Server, MySQL, MongoDB

Design Tools: Photoshop, Illustrator, Figma

Soft Skills: Communication, Logical Thinking, Problem Solving, Collaboration, Adaptability, Project Delivery

Achivements & COURSES

- o The Ultimate React Course 2024: React, Next.js, Redux
- o Winner of the **Conestoga College Hackathon 2025**
- o React Full Course (Udemy)
- o Learn Tailwind CSS (Udemy)

EDUCATION

Advanced Diploma in IT Innovation & Design, Conestoga, Waterloo, Ontario

September 2023 - now

Current GPA: 3.80

ACADEMIC & INTERNSHIP PROJECTS

T-Shirt Webstore (Full-Stack E-commerce)

- o Tools: React.js, Node.js, Express.js, Vite, React Router, Tailwind CSS, MySQL
- o Developed a complete e-commerce solution for t-shirt sales with custom-built REST API
- o Implemented responsive design with modern UI/UX using Tailwind CSS and SCSS
- o Created secure backend services for product management and order processing
- o Built custom API endpoints for inventory management and user authentication
- o Utilized React Router for seamless client-side navigation and enhanced user experience
- o Tools: React.js, Node.js, Express.js

Student Portal (Academic Management System)

- o Tools: React.js, Node.js, Express.js, MongoDB
- o Implemented CRUD operations for student records, course management, and grade tracking
- o Created responsive dashboard interface with real-time data updates and search functionality
- o Built RESTful API endpoints for efficient data handling and server-side validation

SEO Optimization for an E-Commerce Store (React.js, Next.js, Tailwind CSS)

- o Increased organic traffic by **40%** through keyword optimization and site speed improvements.
- o Implemented server-side rendering (SSR) and Next.js for better SEO indexing.